

**CONTRACT**

**WUAB**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

And:

**Midwest Communications**  
 49 South grant Avenue  
 Columbus, OH 43215

|   |   |  |
|---|---|--|
| <b>Contract / Revision</b><br>823110 /                    |   | <b>Alt Order #</b>                                     |
| <b>Product</b><br>Early TV Buy General Elect, 2012        |   |  |
| <b>Contract Dates</b><br>09/24/12 - 09/30/12              |   | <b>Estimate #</b><br>391                               |
| <b>Advertiser</b><br>Republican Senate Campaign Committee |   | <b>Original Date / Revision</b><br>09/19/12 / 09/19/12 |
| <b>Billing Cycle</b><br>EOM/EOC                           | <b>Billing Calendar</b><br>Broadcast        | <b>Cash/Trade</b><br>Cash                              |
| <b>Station</b><br>WUAB                                    | <b>Account Executive</b><br>House WOIO/WUAB | <b>Sales Office</b><br>Cleveland Local                 |
| <b>Special Handling</b>                                   |   |  |
| <b>Demographic</b><br>Adults 25-54                        |   |  |
| <b>IDB#</b>   | <b>Advertiser Code</b>                      | <b>Product Code</b>                                    |
| <b>Agency Ref</b>   |   | <b>Advertiser Ref</b>                                  |

| *Line | Ch    | Start Date        | End Date        | Description              | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|-------|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1   | WUAB  | 09/24/12          | 09/30/12        | Late News M-Su           | 10-11p         |      | :30    |                   |             | NM   | 7     | \$1,400.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/24/12          | 09/30/12        | MTWTFSS                  |                |      |        | 7                 | \$200.00    |      |       |            |
| N 2   | WUAB  | 09/24/12          | 09/28/12        | M-F 19 Action News at 7a | 7-8a           |      | :30    |                   |             | NM   | 5     | \$225.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/24/12          | 09/30/12        | MTWTF--                  |                |      |        | 5                 | \$45.00     |      |       |            |
| N 3   | WUAB  | 09/24/12          | 09/28/12        | M-F 730-8p               | 730-8p         |      | :30    |                   |             | NM   | 3     | \$1,125.00 |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/24/12          | 09/30/12        | MTWTF--                  |                |      |        | 3                 | \$375.00    |      |       |            |
| N 4   | WUAB  | 09/24/12          | 09/28/12        | M-F 11-1130p             | 11p-1130p      |      | :30    |                   |             | NM   | 3     | \$450.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/24/12          | 09/30/12        | MTWTF--                  |                |      |        | 3                 | \$150.00    |      |       |            |
| N 5   | WUAB  | 09/29/12          | 09/29/12        | Sa 7-8p                  | 7-8p           |      | :30    |                   |             | NM   | 1     | \$175.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/24/12          | 09/30/12        | -----S-                  |                |      |        | 1                 | \$175.00    |      |       |            |
| N 6   | WUAB  | 09/29/12          | 09/29/12        | Sat Prime                | 8-10p          |      | :30    |                   |             | NM   | 1     | \$75.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/24/12          | 09/30/12        | -----S-                  |                |      |        | 1                 | \$75.00     |      |       |            |
| N 7   | WUAB  | 09/30/12          | 09/30/12        | Su 3-4p                  | 3-4p           |      | :30    |                   |             | NM   | 1     | \$50.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/24/12          | 09/30/12        | -----S                   |                |      |        | 1                 | \$50.00     |      |       |            |
| N 8   | WUAB  | 09/30/12          | 09/30/12        | Su 4-5p                  | 4-5p           |      | :30    |                   |             | NM   | 1     | \$75.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/24/12          | 09/30/12        | -----S                   |                |      |        | 1                 | \$75.00     |      |       |            |
| N 9   | WUAB  | 09/30/12          | 09/30/12        | Su 5-6p                  | 5-6p           |      | :30    |                   |             | NM   | 1     | \$75.00    |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/24/12          | 09/30/12        | -----S                   |                |      |        | 1                 | \$75.00     |      |       |            |
| N 10  | WUAB  | 09/30/12          | 09/30/12        | Su 6-7P                  | 6-7p           |      | :30    |                   |             | NM   | 1     | \$100.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/24/12          | 09/30/12        | -----S                   |                |      |        | 1                 | \$100.00    |      |       |            |
| N 11  | WUAB  | 09/30/12          | 09/30/12        | Su 7-8p                  | 7-8p           |      | :30    |                   |             | NM   | 1     | \$100.00   |
|       |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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| <u>Contract Dates</u><br>09/24/12 - 09/30/12 | <u>Product</u><br>Early TV Buy General El | <u>Estimate #</u><br>391                               |
| <u>Advertiser</u><br>Republican Senate Camp  |   | <u>Original Date / Revision</u><br>09/19/12 / 09/19/12 |

| *Line  | Ch   | Start Date        | End Date        | Description     | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Totals<br>SpotsAmount |            |
|--------|------|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-----------------------|------------|
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                       |            |
| Week:  |      | 09/24/12          | 09/30/12        | -----S          |                |      |        | 1                 | \$100.00    |      |                       |            |
| N 12   | WUAB | 09/30/12          | 09/30/12        | Sun Prime       | 8-10p          |      | :30    |                   |             | NM   | 1                     | \$150.00   |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |                       |            |
| Week:  |      | 09/24/12          | 09/30/12        | -----S          |                |      |        | 1                 | \$150.00    |      |                       |            |
| Totals |      |                   |                 |                 |                |      |        |                   |             |      | 26                    | \$4,000.00 |

| Time Period         | # of Spots | Gross Amount      | Net Amount        |
|---------------------|------------|-------------------|-------------------|
| 08/27/12 - 09/30/12 | 26         | \$4,000.00        | \$3,400.00        |
| <b>Totals</b>       | <b>26</b>  | <b>\$4,000.00</b> | <b>\$3,400.00</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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Client: Republican Senate Campaign Committee, 2012 **Station Order**  
 Product:  
 Campaign: Early TV Buy General Elect, 2012

Midwest Communications & Media  
 7720 Benson Road  
 Carroll, OH 43112  
 614/440-4449

Rev #: 2  
 Flight From: 09/10/2012 to 10/21/2012

Estimate No.:  
 Contract No.:  
 Job No.:

Buyer Name: Bob Clegg  
 Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: CLEVELAND-AKRON (CANTON)  
 Station: WUAB  
 Station Contact: Renee Morley

Actg. Order No.: 391  
 WS Order No.: 10511  
 Contract No.:

| Item# | Days/<br>Times           | DP/<br>Len | Program Title/<br>Comm1 Tag | Station Gross<br>Rate/<br>Total | Sep<br>24 | Total<br>Spots | DMA<br>HH<br>(R) | DMA<br>P 35+<br>(R) | DMA<br>P 25-54<br>(R) |
|-------|--------------------------|------------|-----------------------------|---------------------------------|-----------|----------------|------------------|---------------------|-----------------------|
| 1     | MTWTFSS<br>10:00P-11:00P | LN         | 10 OCLOCK NEWS              | \$200.00<br>\$1,400.00          | 7         | 7              | 2.1<br>\$95.24   | 1.7<br>\$117.65     | 1.1<br>\$181.82       |
| 2     | MTWTF--<br>07:00A-08:00A | EM         | ACTION NEWS                 | \$45.00<br>\$225.00             | 5         | 5              | 0.1<br>\$450.00  | 0.1<br>\$450.00     | 0.0                   |
| 3     | MTWTF--<br>07:30P-08:00P | PA         | 2 1/2 MEN                   | \$375.00<br>\$1,125.00          | 3         | 3              | 3.9<br>\$96.15   | 3.0<br>\$125.00     | 2.4<br>\$156.25       |
| 4     | MTWTF--<br>11:00P-11:30P | LF         | 30 ROCK                     | \$150.00<br>\$450.00            | 3         | 3              | 1.5<br>\$100.00  | 0.9<br>\$166.67     | 1.2<br>\$125.00       |
| 5     | ----S-<br>07:00P-08:00P  | WE         | 2 1/2 MEN                   | \$175.00<br>\$175.00            | 1         | 1              | 2.5<br>\$70.00   | 2.0<br>\$87.50      | 1.7<br>\$102.94       |
| 6     | ----S-<br>08:00P-10:00P  | PT         | 8 O'CLOCK MOVI              | \$75.00<br>\$75.00              | 1         | 1              | 0.9<br>\$83.33   | 0.8<br>\$93.75      | 0.7<br>\$107.14       |
| 7     | ----S-<br>03:00P-04:00P  | WE         | COLD SQUAD                  | \$50.00<br>\$50.00              | 1         | 1              | 0.8<br>\$62.50   | 0.6<br>\$83.33      | 0.3<br>\$166.67       |
| 8     | ----S-<br>04:00P-05:00P  | WE         | WITHOUT TRACE               | \$75.00<br>\$75.00              | 1         | 1              | 1.1<br>\$68.18   | 0.9<br>\$83.33      | 0.5<br>\$150.00       |
| 9     | ----S-<br>05:00P-06:00P  | WE         | THE CLOSER                  | \$75.00<br>\$75.00              | 1         | 1              | 1.4<br>\$53.57   | 1.1<br>\$68.18      | 0.6<br>\$125.00       |
| 10    | ----S-<br>06:00P-07:00P  | WE         | THE CLOSER                  | \$100.00<br>\$100.00            | 1         | 1              | 1.3<br>\$76.92   | 1.1<br>\$90.91      | 0.5<br>\$200.00       |
| 11    | ----S-<br>07:00P-08:00P  | WE         | COLD CASE                   | \$100.00<br>\$100.00            | 1         | 1              | 1.3<br>\$76.92   | 1.1<br>\$90.91      | 0.5<br>\$200.00       |
| 12    | ----S-<br>08:00P-10:00P  | PT         | LAW & ORDER                 | \$150.00<br>\$150.00            | 1         | 1              | 1.6<br>\$93.75   | 1.3<br>\$115.38     | 0.9<br>\$166.67       |
|       |                          |            |                             | \$4,000.00                      | 26        | 26             |                  |                     |                       |

42.3

| Monthly Totals |       |          |                          |                          |
|----------------|-------|----------|--------------------------|--------------------------|
| Month          | Spots | GRP/GRIs | Station Gross<br>Dollars | Station Gross<br>CPP/CPM |
| Sep            | 26    | 42.3     | \$4,000.00               | \$94.56                  |
|                | 26    | 42.3     | \$4,000.00               | \$94.56                  |

Comments

Campaign Remarks:  
 Paid for by:

RSCC

By: \_\_\_\_\_